WHAT IS CLAIMED IS:

1. A liquid crystal device, comprising:

first and second substrates, the first substrate having a surface proximate the second substrate, the second substrate being a surface proximate the first substrate; an alignment film disposed at each of the surfaces of the first and second substrates;

liquid crystal disposed between the first and second substrates;

a plurality of scanning lines;

a plurality of data lines;

pixel areas defined by the scanning lines and the data lines;

a switching element provided in each pixel area; and

a pixel electrode provided in each pixel area;

wherein a pretilt angle due to the alignment film is 20° to 30°.

2. The liquid crystal device according to claim 1, the alignment film including one of silicon oxide and silicon nitride.

3. The liquid crystal device according to claim 2, if a thickness of the liquid crystal disposed between the first and second substrates is represented as d, and a space defined between the pixel electrodes is represented as L, a ratio d/L is at least 1.

4. The liquid crystal device according to claim 1, the pixel electrode being a light-reflecting metal electrode.

5. A projection type display apparatus, comprising the liquid crystal device according to claim 1.

6. A projection type display apparatus, comprising:

a light source;

a light modulating device that modulates light emitted from the light source, the light modulating device including the liquid crystal device according to claim 1; and

a projection lens that projects the light modulated by the light modulating device.

7. A projection type display apparatus, comprising:

a light source;

a light modulating device that modulates light emitted from the light source, the light modulating device including the liquid crystal device according to claim 1 that modulates light in a blue display portion; and

a projection lens that projects the light modulated by the light modulating device.

8. An electronic apparatus, comprising the liquid crystal device according to claim 1.